

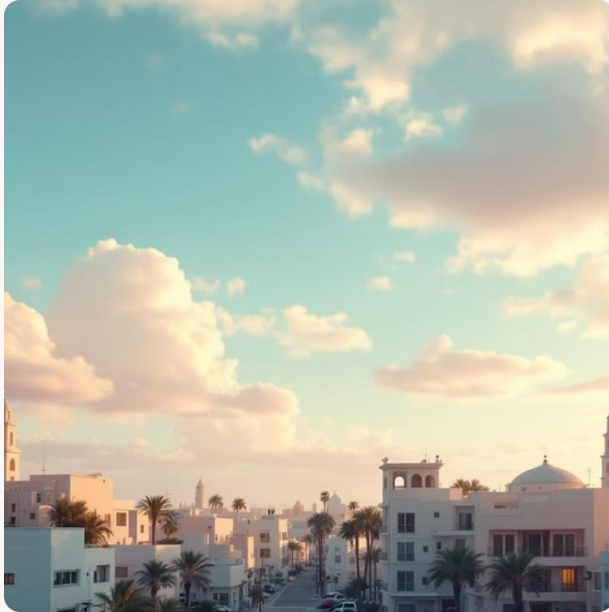
Hospitality Market in Morocco



TRENDS, DYNAMICS AND PROSPECTS

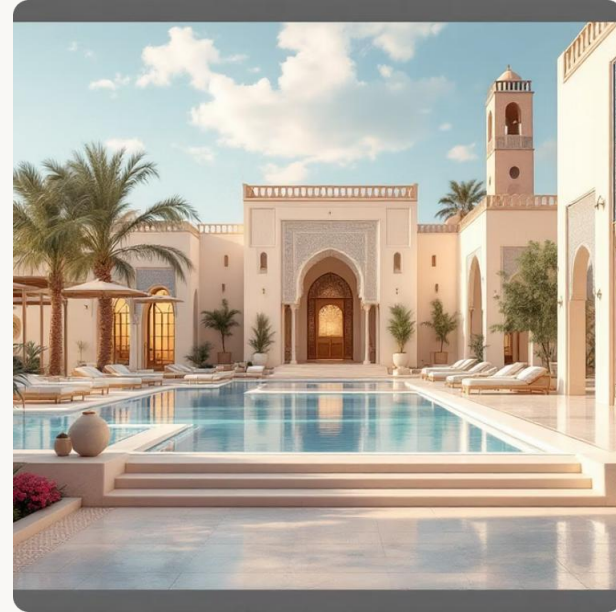
20th November 2025

4 Historical cities, 4 different dynamics



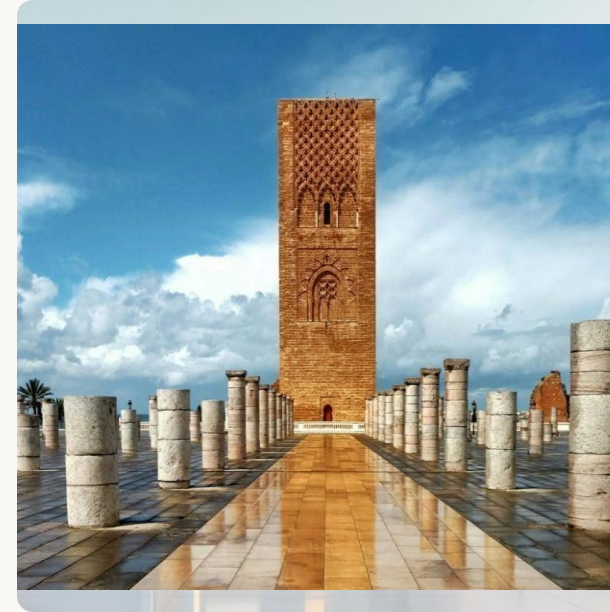
CASABLANCA – Business Hub

- Strong and stable occupancy rate.
- High corporate demand and long stays,
- need for modern lifestyle accommodation.



MARRAKECH – Luxury & Leisure

- ADR & RevPAR among the highest
- Well-being and unique experiences focus
- Very premium market



RABAT – Diplomacy & Institutions

- Stable and qualitative demand
- Opportunities for high-end residences.



TANGIER – Leisure & Business

- Attractiveness for expatriates and industry.
- High demand for high-end long-term stays.

A strong hospitality market dynamic



Growth in Overnight Stays

Significant increase in tourist overnight stays
Proof of a vigorous recovery in the sector.



International Tourism

Resumption of international tourism, attracting a diverse and demanding clientele.



Customer Mix

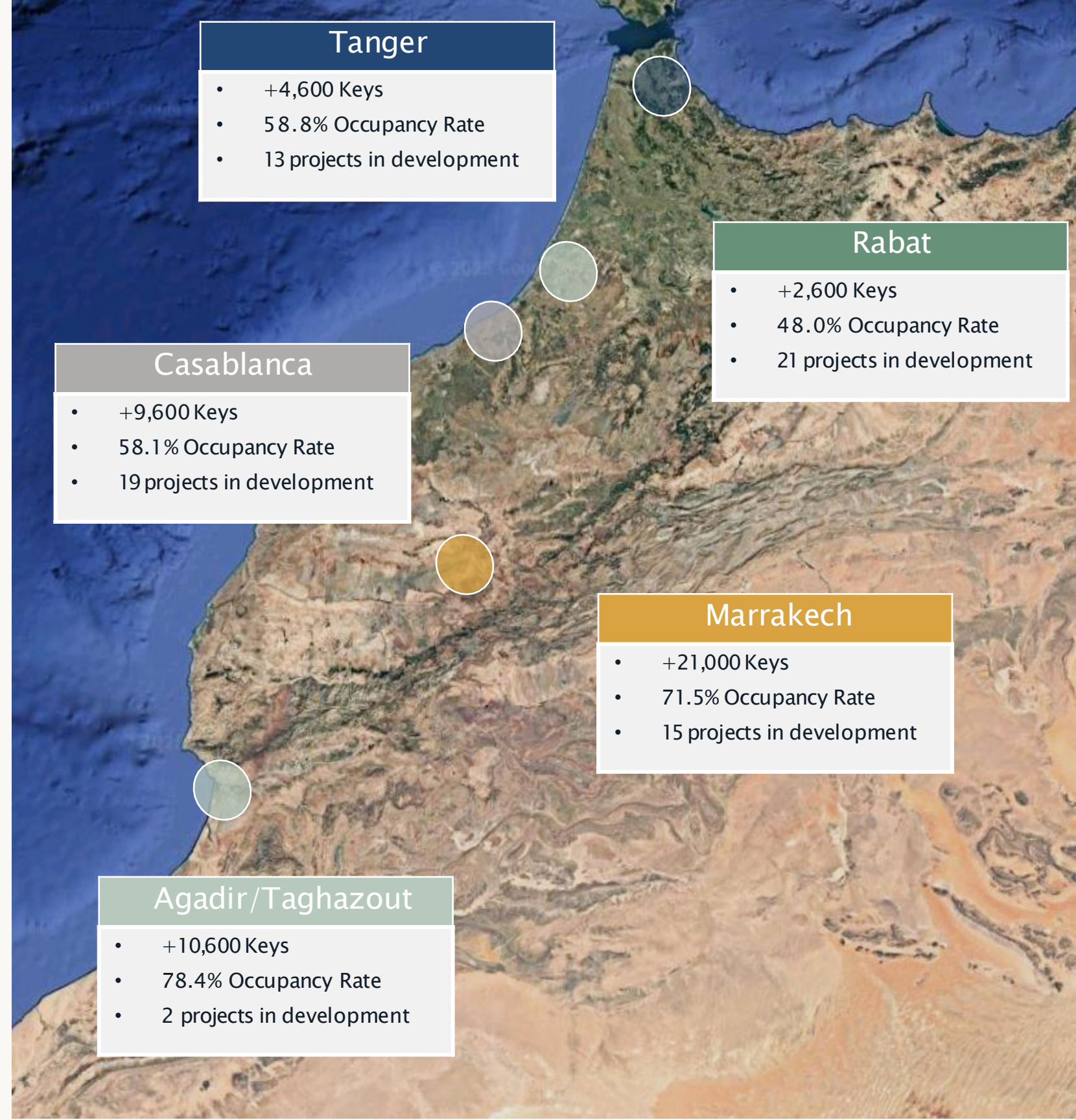
A strategic mix: premium leisure, MICE, and extended business stays.



Strong Hotel Pipeline

With presence and development plans for all large brands

Morocco: a combination of growth, stability and international attractiveness.



Kingdom Market Performance

Marrakech: The Engine of Moroccan Hotel Dynamics

The Moroccan hotel market continues to show impressive resilience and growth. At the heart of this performance, Marrakech stands out as the main catalyst, driving up the national figures.

National Growth

+15% of tourist overnight stays
28,7 millions overnight stays

Contribution from Marrakech

28% of the hospitality market

Marrakech's performance

+22% growth in hotel revenues

Contribution from Marrakech

40% of total overnight stays



Beyond strong performances... the market is shifting.

Use, expectations and location choices are being redefined

The traveler is no longer just looking for accommodation.
He is looking for a hybrid space: home + office + club + community. It is
this need that paves the way for the development of branded residences.

BRANDED RESIDENCES: A lifestyle, not a product

Definition :

- Apartments/villas associated with a prestigious hotel brand or fashion brand.
- Benefit from luxury hotel services and professional management.
- Offer luxury, security, a sense of community and a sought-after lifestyle.



World Project

Morocco

Branded residences

+600

4

400

More than 600 branded residences projects in the world today

and at least 6 projects in development

In Morocco, mostly on the luxury segment with 30% to 50% premium.

Why Morocco?

ACCESSIBLE LOCATION

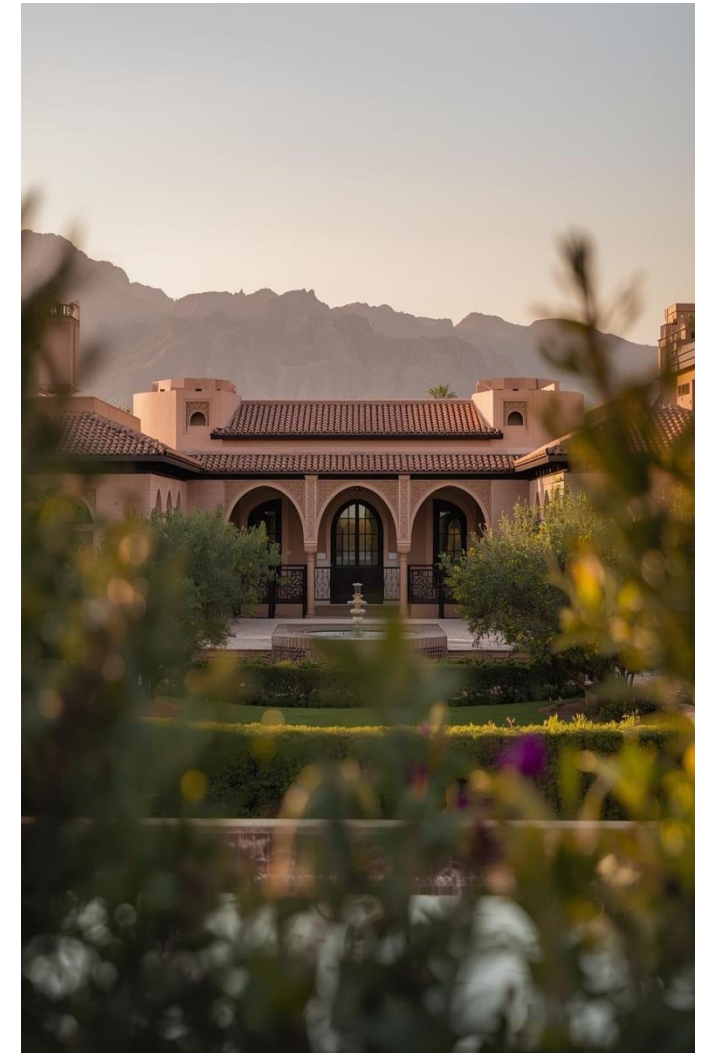
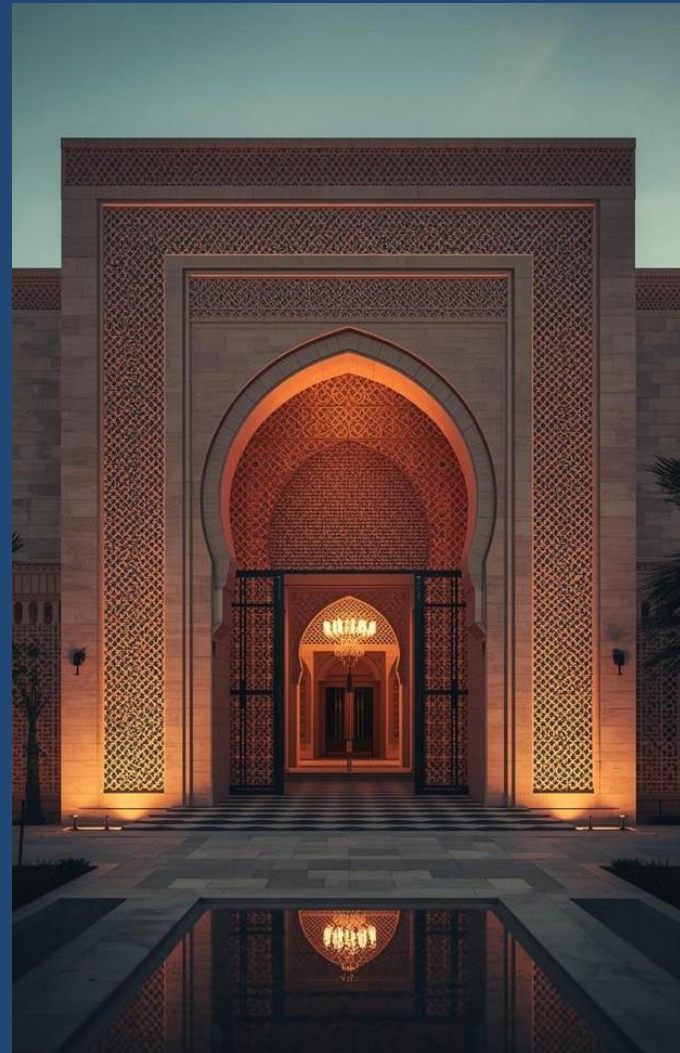
Strategic Location

LUXURY AND COMFORT

Premium experience

GROWING DEMAND

Long stay appeal



Morocco doesn't just attract investors: it inspires visionaries

Branded residences are only the first chapters of a much larger transformation

Those who shape the next destinations will define how Morocco lives, works and experiences luxury for the next decade.

At AIRE, we help developers, operators and institutions turn this potential into strategy and strategy into value.

The opportunity is here.

The question now is: who will lead it?

Q&A Sessions



TRENDS, DYNAMICS AND PROSPECTS

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